

WANAMAKER'S

Store Opens at 9

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Store Closes at 5

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Band and Organ at 9; Organ at 11 and 4:45
Closes at Noon

The Evening Ledger's Special Page of Wanamaker News

It Is Most Interesting and Instructive to See a Lady carefully choosing silks and dress materials, examining them in different shades of light and matching them with various colored samples to see how they would blend together.

How cautious a woman must be not to be misled by a glare of lights or by a dark and difficult combination of lights that prevent proper judgment.

If we took proper pains in choosing our friends and the use of our time we might be better off.

[Signed] *John Wanamaker*

September 14, 1921.

Ethel M. Dell's New Book

"The Obstacle Race," \$2
Juliet Moore, daughter of society, breaks away from a senseless circle of gayety and buries herself away from everything to find her own soul. Into the story are woven bits of romance and adventure, and through everything the girl makes a tremendous fight against soul-disaster.
(Main Floor, Thirteenth)

**New French Plaids
Lovely at \$2.25
a Yard**

They are really entitled to be called "specials" in fact, for it is most unusual to find such beautiful all-wool plaids as these at this price.
In the good Autumn combinations of greens and blues, browns and tans. They are 48 inches wide and particularly nice for separate skirts and girls' school frocks.
(First Floor, Chestnut)

**Most Attractive
Leather Vanity
Bags**

There are many styles in this new shipment—styles in pin seal, morocco and highly glazed auto leathers. From a gold-mounted pin seal model to one of auto leather with inner partition and several fittings. They are all excellent values.
The colors are tan, gray, browns and blues.
Prices are \$3 to \$6.50.
(Main Floor, Chestnut)

**At Last!
Men's Genuine Woven
Madras Shirts
at \$2**

Woven madras is the great favorite of all shirtings. Nine men out of ten want woven madras shirts because of their extraordinary durability and the way they hold their colorings.
These are very excellent shirts made over the Wanamaker large dimensions and of the best workmanship.
They are in neat and tasteful stripes and in a good weight for winter.
All sizes at \$2 each.
(Main Floor, Market)



**Splendid Dinner Ware
Opportunities in the September
Sale**

The September China Sale has a particularly strong backbone. Dinner sets are the backbone of it. Just at this moment there must be hundreds of housekeepers who know that their homes are calling for new dinner sets. We want them also to know that this September Sale brings them the best selection of dinner sets, imported and domestic, to be found in Philadelphia at the prices.
And the prices are 20 to 50 per cent less than they were last month.

The sale is rich in extraordinary values, for instance:
French China Dinner Sets, Special at \$50
These are sets of 106 pieces in conventional border decoration.
French China Dinner Sets, Special at \$50
Full sets of 106 pieces in a spray decoration.
English Semi-Porcelain Dinner Sets \$35, \$37.50, \$42.50, \$47.50 and \$50
106 piece sets, in floral and conventional border designs, noteworthy values in wares that are very much in demand.
American Semi-Porcelain Sets of 52 Pieces, \$10
In colored border designs or bluebird pattern, now at a very unusual price, \$10 a set.
American Semi-Porcelain Dinner Sets, \$16.50, \$22.50, \$27.50 to \$32.50
All are sets of 106 or 107 pieces in a large assortment of patterns and decorations, floral and conventional, many with coin-gold borders.
(Fourth Floor, Chestnut)

**Exhibition of
Dahlias
Tomorrow in University
Hall**



This is an exclusive showing of dahlias grown especially for us on the Peacock Dahlias Farms. Mr. L. K. Peacock will give an illustrated talk each day at 2:30 P. M. showing on the screen colored pictures of various dahlias in all the loveliness of their true, natural shades. The exhibition embraces an infinite variety of blooms, including all of Mr. Peacock's hybrids, which never have been exhibited before and which will be offered by us in 1922. Here is a rare treat for dahlia enthusiasts.
Orders taken for the bulbs of these blooms will be delivered during the latter part of May, 1922. Season for planting, May 15 to June 15.
Please note that prices range from one-third to two-thirds less than last year on nearly all varieties.
(Eighth Floor)



**First Autumn Showing of
"Redleaf" Millinery From London**

"Redleaf" inside a woman's hat-crown means all that is most exclusive and distinctive in English sports millinery. These small soft moulton hats are what smart English women wear on the links and for all informal outdoor uses. They are in all-white, cherry, geranium, fuchsia, hyacinth, brown, black and practically all other colors. Their becoming colors and good lines, decorated only with a simple ribbon or scarf, make them the most wearable of sporting hats.
Priced \$22 and \$25.
(Second Floor, Chestnut)

**A Woman Is Sure to Be Well Dressed in
One of These Cloth Street Dresses—
\$23.50 to \$47.50**

Given a correct hat, trim shoes, gloves and a neckpiece, one of these well-tailored cloth street dresses will take a woman almost anywhere with the comfortable assurance of being smartly appareled.
The materials are tricotines, gabardines, Poiret twills, broadcloth and wool crepes, of a surprising fineness even down to the \$23.50 dress. And at that price and on up to \$47.50 the tailoring is exceptional and the models extremely smart. Many of them copy much more costly gowns.
The woman who wishes a cloth street dress at or anywhere between these two prices will find it well worth while to examine this collection. It includes black, navy blue and the browns so highly favored this Autumn.
(First Floor, Central)

**Women Always Find Black Calfskin
Oxfords a Safe Buy**

The well-cut oxford of black calfskin is a correct shoe for any tailored street attire, and many women find it easier to keep in spotless order than a lighter-colored street shoe. Five admirable models in black calfskin oxfords, at \$8, \$8.50, \$12, \$14 and \$17, provide a choice of plain or perforated styles, straight or wing tips, and medium, Cuban, military or low mannish heels. The \$14 and \$17 shoes are hand sewn. Each, from \$8 up, is a splendidly serviceable and good-looking shoe for general wear.
(First Floor, Market)

**Women's Exquisite Scotch Stockings
—A Little Lot**

Wool stockings come in brown, heather and chestnut at \$6.50 a pair, and in plaid effects at \$10 a pair.
Heavy silk sport stockings in browns, gray, black and white. \$15.50 a pair.
(First Floor, Market)

**For Women Who Prefer Their
Suits Made to Measure**

The Custom Tailoring Bureau is now taking orders for street suits in Autumn fabrics and models at the following prices:
The new cape and dress costume, consisting of a one-piece sleeveless dress of plain-color diagonal weave, with seven-eighths-length cloak to match, at \$65. Or a one-piece sleeveless dress of the same material with coat to match, \$75.
Coat and skirt suits of tweed or homespun, \$65. Of tricotine or Poiret twill, \$85.
The required fittings are given for a satisfactory outcome.
(Second Floor, Central)

Warm Coats for Small School Goers

They are cunning chinchilla or wool mixture affairs, some with inverted back, many made on plain-tailored lines. Belts and buttons trim the majority. Lined with wool plaids. More expensive models trimmed with fur are made of fine broadcloth. Prices are \$11 to \$35.
(Third Floor, Chestnut)

**New Lot of Wrought Iron Lamps in the
Sale at \$8.50 to \$22.50**

We have now about 300 of these very practical and desirable bridge lamps in the September Sale, all at substantial savings.
These are lamps that can be used to advantage at davenport ends, beside an easy chair—anywhere a good reading light is needed.
They are of wrought iron, some in the regular wrought iron finish, others in polychrome. Prices, \$8.50 to \$22.50 each.
Shades to match them, \$3 to \$13.50 each.
In the sale also are hand-dipped candles, now so much in demand, all at new low prices.
(Fourth Floor, Central)

**Punctilious
Philadelphia**

It is known all over the United States that gentlemen of Philadelphia will not wear straw hats after September 15.

Nobody knows exactly why this date is fixed, but it is so. It is Philadelphia's way, that is enough.

Gentlemen of Philadelphia who have not yet supplied themselves with new soft hats for Fall will do well to come at once to Wanamaker's.

We have the famous Lincoln-Bennett hats from London at \$8 and \$10 and the very best American-made hats at \$4, \$5 and \$6.
(Main Floor, Market)

**Lace-Trimmed
Linen Scarfs—
Special**

Natural color, and pleasantly different for dining rooms, bed rooms, in fact, anywhere a scarf is needed. They do not show soil so easily as the white ones, which is a point in their favor.
Edged with wide lace in the same color, they are in three sizes. 18x36 inches, \$1.65; 18x45 inches, \$2; 18x54 inches, \$2.25.
(First Floor, Chestnut)

**Autumn Blouse
Newness**

The two latest arrivals are over-blouses that will appeal to women looking for something especially smart and inexpensive to wear with new suits.
Navy blue crepe de chine adorned all over with scrolls of tiny white beads falls quite a bit below the hips and is held in gracefully by a narrow sash. \$13.85.
Navy blue crepe de chine with real filet lace collar and net gilet and cuffs edged with filet is the other. It ends in back with a sash. \$12.
(Third Floor, Central)

**A Bright Tam Bobs
Off to School**

After all, there's nothing like a tam—it can't be crushed or have its frame "busted"—and it keeps little ears warm on the coldest days.
Tams of suedene, and sailor hats of leathers, suede leathers, serge, chinchillas and duvetyns cost from \$1.50 to \$6.
Beaver hats for school are \$5.50. One to six year sizes.
(Third Floor, Chestnut)

**Cozy Pajamas for
Schoolgirls**

Both they and their mothers are asking for these flannelled kinds. All of soft, warm striped flannellets in pink or blue or vari-colored stripes.
One-piece or Billie Burke style is \$2.
Two-piece styles are \$2 to \$3.50.
(Third Floor, Central)

School Bags

Good ones of cloth or leather are priced from 65c for an olive drab cloth one to \$8 for the strongest cowhide that would be a hard task for the roughest boy to wear out.
(Third Floor, Market)

A Smooth Plane

with double bit is nine inches long. Price \$3.25.
(Fourth Floor, Central)

**Men's Exclusive
Scotch Hose**

There are brown, green and oxford ribbed wool golf hose with fancy tops at \$5 a pair.
Finer ones in rich Autumn colors with various checked and fancy tops at \$10 a pair.
Men's silk-and-wool half hose in excellent colors at \$6 a pair.
(Main Floor, Market)

**\$ Umbrellas for
1000 Men, Women
and Children**

Made of good American taffeta (cotton) with strong paragon frames. They have plain and carved mission wood handles.
(Main Floor, Market)

**Longcloth and
Nainsook for Small
Prices**

Cotton is advancing in price—so this is most welcome news. Many mothers will find, because of this reduction, an opportunity to "underclothe" the whole family at much less cost than usual.
Longcloth, 36 inches wide, now marked \$1.45, \$1.75, \$2, \$2.50, \$2.75 and \$3.25 a piece.
Nainsook, 36 to 45 inches wide, marked \$1.75, \$2, \$2.50, \$3, \$4 and \$5 a piece.
(First Floor, Chestnut)

**Folding Pocket
Scissors**

—such handy things to carry around, are only 50c. Imported.
(Fourth Floor, Central)

Toilet Paper Special

2000 sheets silk tissue toilet paper at 20c a roll.
(Fourth Floor, Market)

**Cutting Time With
Paper Cutters**

It is surprising how much time one little paper cutter will save! Envelopes are quickly and easily opened, and books are as quickly induced to unfold mysteriously closed pages.
New paper cutters are made of pearl or bone, the former prettily colored and shaped, the latter hand painted in dainty designs. Colored cords are attached.
Of bone, with cord book marker, \$1.25.
Of pearl, with cord book marker, \$1.75.
Of pearl, 75c.
(Main Floor, Chestnut)

**A Full-Sized
Hammer**

which is guaranteed, by the way, is only 90c.
(Fourth Floor, Central)

**Men's Fine Irish Linen Handkerchiefs
\$7.75 a Dozen**

We have just procured a limited lot of these to sell at this special price. Generous of size, with neatly hemstitched hems.
(Main Floor, Central)

New Jute Rugs of Surprising Merit

If you are looking for a good, practical rug that will stand hard usage, and you want it at as moderate a price as a person who knows how to buy will want to pay, take a look at the new Japanese jute rugs that we are now showing.
6x9 ft., \$24; 8x10 ft., \$36; 9x12 ft., \$48.50
For rugs intended for rugged service, they have a surprisingly attractive decorative quality in their Chinese patterns and colorings, the latter chiefly in rose, light and dark blue and tan.
(Seventh Floor, Chestnut)

**Electric Sewing Machines
Special at \$58
In the Housewares Sale**

These are the Western Electric famous portable electric sewing machines—and \$58 is a lower price than they have ever sold for.
They have rotating shuttle, automatic tension, free from vibration; practically silent, efficient, high grade in every particular. They run one-third faster than other machines.
The machine is easy to operate, easy to carry, can be packed in the trunk, or can be carried, and is the most convenient and useful design for apartment use.
Absolutely guaranteed and offered with the very highest recommendations a machine can have—that of long satisfactory service.
Special Terms—\$2 first payment and \$1 a week.
(Fourth Floor, Central)

**"Different"
Caramels**

Different because they are cream covered—and just as delicious as different!
Vanilla, chocolate or strawberry cream covered, 80c a pound.
(Down Stairs Store, Chestnut)

Shine This Morning?

Why not ask oneself this question every morning, and make use of a convenient white enameled shoe polishing box, with foot rest and blacking holder?
They are only \$2.75 to \$5.
(Fourth Floor, Market)

**Iron Is King—
But Not Among Bathroom Furnishings**

Bathroom furnishings are sometimes made of iron and then nickel-plated to give them a fine appearance. We never sell this kind, because it is the kind that rusts, with consequent ruin to towels.
All our nickel-plated bathroom furnishings (specially priced in the Housewares Sale), including large sets specially purchased for the Housewares Sale, are made of brass, which cannot rust.
Besides the nickeled furnishings we have at special prices a large quantity of porcelain white bathroom furnishings, including medicine cabinets, bath stools and seats, mirrors, towel racks, soap dishes, hooks, etc.
(Fourth Floor, Market)

**Women Always Look Forward to the
New Polo Coats**

And now they are here!
These are the real camel's-hair, just as different as possible from the imitation, both in looks and softness.
Two of the new styles are sports models in plain colors, warm brown, fawn and deer shades, also navy and black. These are \$115 and \$135.
In the still newer lattice plaids are both short and longer styles at \$115 and \$125. And there is an exceedingly good-looking cape in lattice plaid at \$100.
(First Floor, Central)

**Do You Know "Annette"
The Wonderfully Successful Frock
for Young Girls**

Those who do know this Wanamaker dress for young women of 14 to 20 years understand its success to lie in its girlish simplicity and good taste.
It is a simple one-piece frock, blousing slightly over elastic at the waist. The only trimming is a detachable round collar and turn-back cuffs of white kid or crepe de chine, pocket pipings, and narrow tie belt of the dress material.
In navy blue, black or brown wool jersey, \$12.50.
In navy blue Poiret twill, \$17.50.
In heavy Russian or Canton silk crepe—navy, black, brown or henna—\$28.
(Second Floor, Chestnut)

**For Women in Mourning
Exquisite Things Have Arrived**

Beautiful and dignified gowns of Canton crepe, for street wear, are \$55. A dinner dress of Canton crepe with a new chiffon sleeve fastened at the wrist has an unusually cut back, \$75.
Spanish scarfs of Canton crepe, three yards in length, are heavily fringed, \$50. Other crepe scarfs have Georgette edges and are for deep mourning.
Beaded Georgette blouses with short or long sleeves are distinguished. One model is trimmed with tiny grosgrain petals. Prices are \$19.60 to \$25.
(Third Floor, Central)